Heroes of Pymoli

Observable trends

1. The player base is dominated by Male players (84.03%) who also have the largest Total Purchase Value ($1967.64) when compared to females and other.
2. 44.79% of the player base is between the ages of 20-24 and hold a total purchase value of $1114.06, the largest when compared to other age groups.
3. The most popular and profitable item purchased is the *Final Critic* purchased 13 times with a total purchase value of $59.99 the largest compared to other items.